

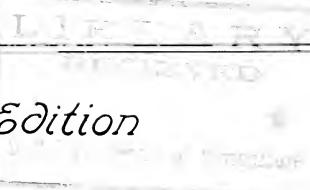
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1918 Edition

RICHARD DIENER COMPANY INCORPORATED

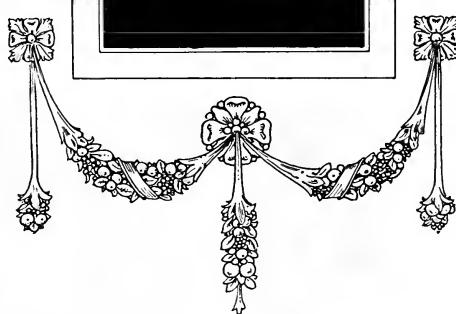


ORIGINATORS AND
GROWERS OF THE
LARGEST AND FINEST
GLADIOLUS
IN THE WORLD



KENTFIELD
MARIN CO.
CALIFORNIA

NO. 206 "WILLIAM KENT"



TERMS OF SALE

While we exercise the utmost care to have all our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name.

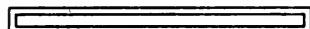
Cash with order, or in advance of shipment. No C. O. D. orders accepted, unless at least 20 per cent of amount is sent with order.

We do not ship bulb and plant orders for less than one dollar.

All orders are filled the day we receive them, or the day after. Several times it has happened the last year that shipments of seed were stolen in transit in Eastern States, and on several occasions the envelopes containing seed were opened and part of the seed packages taken out, so if you have not received your shipment inside of two weeks, notify us at once.

On large orders we give a reasonable discount.

We ship Gladioli from November 1 to May 1.



OUR REFERENCES

TO WHOM IT MAY CONCERN:

We are acquainted with stockholders of the Richard Diener Company, and the management thereof, and can assure the public of their financial responsibility.

MARIN COUNTY NATIONAL BANK,
By S. H. Cheda, President.

Kentfield, Marin Co., Cal., Nov. 14, 1916.

TO WHOM IT MAY CONCERN:

I am familiar with the floriculture of Mr. Richard Diener, and know the value of the productions derived from his novel system of plant breeding. I assure the public of the reliability of the statements made in this catalog, and testify to the responsibility of the Richard Diener Company.

Respectfully,
WILLIAM KENT.
(Member Congress, First Congressional District, California.)

While we take all possible pains to supply only pure and reliable seeds, we give no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seed we send out, and will not be in any way responsible for the crop.

Order Sheet.

RICHARD DIENER CO.,

KENTFIELD.

CALIFORNIA

VERY IMPORTANT. — Write your name very plainly, and give your Post Office, County and State in full every time.

FORWARDED BY (State on this line whether wanted by Mail, Express or Freight.)

DATE 19

State Amount Enclosed.

YOUR NAME

Post Office

R. F. D. No.

County

STATE

STREET P.O. Box

**EXPRESS OR
FREIGHT OFFICE** (If different
from P. O.)

Post Office Order _____

N-18

Postal Note

U.S. Money Order

Bank Draft

—

Cash, Notes and Silver _____

The Stamps

Postage Stamps

Total, _____

Quantity.

NAMES OF SEEDS AND BULBS WANTED.

Price

Amount carried forward



**MEDAL OF
HONOR**
upon
RICHARD DIENER
KENTFIELD, CALIFORNIA
as Calaborator in the Exhibit of
the Metzner Floral Company, and
as Originator of the Varieties
which Merited for said Metzner
Floral Company the following
awards:

Gladioli, Grand Prize.
for Petunias, Carnations and
Geraniums, Gold Medal re-
spectively



GOLD MEDAL
FOR
DIENER'S RUFFLED
MONSTER PETUNIAS
AT THE
CALIFORNIA LAND
SHOW
SAN FRANCISCO
OCTOBER 13-28, 1917





GLADIOLI

In the following listed varieties, which are all Mr. Diener's own productions, are to be found the greatest advance in the perfection of Gladioli in the world today. These new Gladioli are the result of the discovery by Mr. Diener of a new law in hybridization, through which he is able to double the size of any flower, fruit or grain after each crossing. It would be impossible for anyone not knowing this law to obtain such results.

In 1912, Mr. Diener, at his former place of business in Mountain View, California (now in the hands of Metzner Floral Company), made his first crosses in Gladioli, using the common varieties, like "Mrs. Francis King", "America", "Eucharis", "Baron Hulot", and "Niagara". As a result, Mr. Diener secured seedlings which took the highest prizes at the Panama-Pacific International Exposition in 1915 in competition with all the world's largest Gladiolus growers. Moreover, be it known that our best varieties now listed and offered for sale, were never shown at the World's Fair, for fear that, being very valuable, they might be stolen, for we then possessed but one or two bulbs of each variety. Our Gladiolus hybrids which were shown, were acclaimed by many in the floral trade and by connoisseurs in the production of Gladioli, to be the chief attraction of the floral exhibits at the Panama-Pacific International Exposition, and they were the inspiration of many articles written in papers and magazines.

Many trade visitors from all over the United States, skeptical of the claims in our last year's catalogue, never having seen our Gladioli, came during the flowering season, from July to September, this year and saw our Gladiolus beds in bloom. These visitors were not only convinced that our Gladioli were better than any they had seen in the East, but also left gratifying orders behind them.

We are only too glad to show trade visitors, and private individuals, too, who are devoted to the culture of Gladioli, over our grounds during the season. Kentfield is 14 miles north of San Francisco, on the Northwestern Pacific Railroad.



No. 166
"DIENER'S WHITE"
Showing stem 6 feet high



No. 96—"RICHARD DIENER"

GLADIOLUS



No. 136—"ADALINE KENT"

| | | |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| No. 1. | "MRS. WILLIAM KENT" | |
| | Light fawn to light ashes of roses; old rose in throat; sometimes lightly striped with rose-pink. The color of this variety is so exquisite and so suitable for cut flowers that we predict that it will soon be more grown than "America" ever was. It is a very rapid propagator. Flowers are 6 inches in diameter, and spikes 4 to 5 feet high. | |
| | Price per bulb..... | 75 cents |
| No. 4. | "SARAH LILLIE" | |
| | Reddish-lavender; throat ruby, mottled with white. Flowers 5 inches in diameter; spikes 3 to 4 feet high. | |
| | Price per bulb..... | 25 cents |
| No. 10. | "ANNA EBERIUS" | |
| | Dark velvety Nell rose; throat deeper shade. Flowers 6 inches in diameter; spikes 3 to 4 feet high. Fine long, well-set spikes. | |
| | Price per bulb..... | 25 cents |
| No. 19. | "MYRTLE McNALLY" | |
| | Cream with touches of rose-pink on edges; ruby in center; canary yellow lip; heavily ruffled; very vigorous growth, with abundant foliage. Flowers 6 inches in diameter; spikes 4 to 5 feet high. | |
| | Price per bulb..... | 50 cents |
| No. 22. | "SAN ANSELMO" | |
| | Pure white, slightly striped with ruby pink. Immense free flowering; fine for cut flowers. Flowers 6 inches in diameter; spikes 4 to 5 feet high. | |
| | Price per bulb..... | 50 cents |
| No. 23. | "DIENER'S AMERICAN BEAUTY" | |
| | Brilliant American Beauty color, with creamy yellow throat. One spike opening a large number of flowers at one time forms an immense bouquet of beauty. Flowers 6 to 7 inches in diameter; spikes 4 to 5 feet high. | |
| | Price per bulb..... | 75 cents |
| No. 24. | "D. J. WHITNEY" | |
| | Salmon-flesh, with two striped and spotted yellow and red under-petals. Opens in a full cluster at the apex of the stem, giving the appearance of a Canna. Flowers 5½ inches in diameter; spikes 4 to 5 feet high. | |
| | Price per bulb..... | \$3.00 |
| No. 31. | "PRESIDENT C. C. MOORE" | |
| | Salmon-pink, darker throat, steel-blue mottled and striped. Nice long, wiry spikes with flowers well placed. Flowers 6 inches in diameter; spikes 6 to 7 feet high. | |
| | Price per bulb..... | 75 cents |
| No. 32. | "FAIRFAX" | |
| | Solid magenta. Lip of throat light yellow with a deep magenta spot. Flowers 5½ inches in diameter; spikes 5 to 6 feet high. | |
| | Price per bulb..... | 50 cents |
| No. 38. | "JACK LONDON" | |
| | Light salmon with brilliant orange flame stripes. Golden yellow throat with ruby striped center. Flowers 5 inches in diameter; spikes 5 to 6 feet high. | |
| | Price per bulb..... | \$3.00 |
| No. 39. | "DR. LINCOLN COTHRAN" | |
| | Salmon-pink; blue striped; yellow throat; fine form and bloom. Flowers 5 inches in diameter; spikes 4 to 5 feet high. | |
| | Price per bulb..... | 50 cents |
| No. 70. | "LILLIAN HARRIS COFFIN" | |
| | Light rose-pink, salmon striped; yellow lip; nice long spikes. Fine for cut flowers. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high. | |
| | Price per bulb..... | \$1.00 |

| | |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| No. 82. | "JOHN MERLE COULTER" |
| | Rich scarlet, dark maroon (almost black) throat, slightly overlaid with ruby. Flowers 5 inches in diameter; spikes 3 to 4 feet high. Price per bulb.....75 cents |
| No. 83. | "MRS. WILLARD RICHARDSON" |
| | Deep crimson, maroon center; large, flaring flowers. Flowers 5 inches in diameter; spikes 4 to 5 feet high. Price per bulb.....\$1.00 |
| No. 90. | "CAROLINE FREAR BURK" |
| | Pure white with brilliant ruby throat. Flowers 7 inches in diameter; spikes 4 to 5 feet high. Price per bulb.....75 cents |
| No. 94. | "SUFFRAGETTE" |
| | White with circle of light lilac running across each petal. Creamy white throat; very delicate. Flowers 7 inches in diameter; spikes 5 to 6 feet high. Price per bulb.....\$1.00 |
| No. 96. | "RICHARD DIENER" |
| | Pure rose-salmon pink; light sprinkling of ruby on creamy yellow center. Of 80,000 different seedlings, this is the acme of perfection in coloring, as well as formation of spikes and plant. Will rival any orchid in beauty. Flowers 6 inches in diameter; spikes 5 to 6 feet high. Price per bulb.....\$25.00 |
| No. 98. | "MABEL HUBBARD" |
| | Pure white; lip of throat light canary covered with violet spot. Very fine spikes. Flowers 4 inches in diameter; spikes 3 to 4 feet high. Price per bulb.....50 cents |
| No. 101. | "ELSE ROSE" |
| | Cattleya pink; a blending of rose-pink shading out to white, with creamy yellow throat. Orchid flowering. Extra fine. Flowers 5 inches in diameter; spikes 3 to 4 feet high. Price per bulb.....75 cents |
| No. 102. | "INA COLLINS" |
| | Delicate rose-pink, shading to very light edge overlaid with deep lilac; lip has circle of primrose edged with light ruby. Orchid-flowering. Flowers 5 inches in diameter; spikes 4 to 5 feet high. Price per bulb.....50 cents |
| No. 120. | "MRS. STANLEIGH ARNOLD" |
| | Soft purple-pink with deep pink throat; one of the most exquisite colors so far produced in Gladioli; well formed spikes. Flowers 6 inches in diameter; spikes 4 to 5 feet high. Price per bulb.....\$25.00 |
| No. 130. | "THOMAS T. KENT" |
| | Rose-pink with deep ruby running through center of each petal; very vigorous in growth. This is one of our largest varieties. One of the heaviest propagators. Flowers 6 to 8 inches in diameter; spikes 6 feet high. Price per bulb.....25 cents |
| No. 136. | "ADELINE KENT" |
| | Delicate light rose-pink; straw colored throat with ruby dashes. Petals are heavily ruffled from edges in to center. Exquisite orchid-like coloring; fine long full spikes. Flowers 4 to 5 inches in diameter; spikes 4 feet high. Price per bulb.....\$1.00 |
| No. 145. | "MRS. COTHRAN" |
| | Crushed strawberry and ashes of roses; very odd color; fine long spikes. Flowers 6 inches in diameter; spikes 4 to 5 feet long. Price per bulb.....75 cents |

- No. 162. "MARY ROBERTS REINHART"
 Cream yellow with canary yellow center. Flowers 4 inches in diameter; spikes 4 to 5 feet high.
 Price per bulb.....50 cents
- No. 164. "CAPTAIN ASHER CARTER BAKER"
 Rich velvety red with darker center. Flowers 5 inches in diameter; spikes 4 to 5 feet high. Price per bulb.....25 cents
 (This was awarded the silver medal at the P. P. I. E., 1915, for the best all of all the red Gladioli shown.)
- No. 165. "DR. FREDERICK I. V. SKIFF"
 Clear flesh-pink, light ruby center; sometimes slightly striped with rose-pink. Strong, vigorous growth; abundant foliage. One bulb will very often bring up to 130 perfect flowers. Flowers 6 inches in diameter; spikes 5 to 6 feet high. (Awarded gold medal at P. P. I. E., 1915.) Price per bulb.....25 cents
- No. 166. "DIENER'S WHITE"
 Milk white with just a faint tinge of pink in throat. Flowers 6 inches in diameter; spikes 5 to 6 feet high. Awarded gold medal at P. P. I. E., 1915.) Price per bulb.....\$1.00
- No. 170. "MRS. J. E. WEBB"
 Pale blue with violet throat; exquisitely waxlike; very choice. Flowers 6 inches in diameter; spikes 4 to 5 feet high.
 Price per bulb.....\$1.00
- No. 176. "MISS MAUD FAY"
 Clean Cattleya pink, a light stripe running through the middle of each petal. Flowers very open, averaging 6 inches in diameter. Spikes never straight, but curved in various directions, are 3 to 4 feet long. This is one of our finest productions; exceptionally suitable for cut flowers. It is a heavy propagator; the smallest bulblet will in five months produce a fine spike.
 Bulblet, 50 cents; bulb, \$2.00; per dozen.....\$18.00
- No. 186. "LILIAN WEBB"
 Strawberry pink with light maroon velvety center. Sometimes slightly striped with chocolate. Stems slender, giving the appearance of a lily. Flowers 5 inches in diameter; spikes 5 feet high.
 Price per bulb.....25 cents
- No. 187. "COSTA RICA"
 Clear delicate lilac with old rose center. Large extra fine spike. Flowers 6 to 7 inches in diameter; spikes 5 to 6 feet high.
 Price per bulb.....75 cents
- No. 188. "MRS. MARY STEARNS BURKE"
 Canary yellow overlaid with apricot; deep canary center; long spike with flowers symmetrically placed. Stem wiry and upright. Flowers 4 to 5 inches in diameter; spikes 4 to 5 feet high.
 Price per bulb.....50 cents
- No. 189. "ELIZABETH GERBERDING"
 Shell pink, with speckled center of ruby and yellow; heavily ruffled; spikes large and full. Flowers 4 to 5 inches in diameter; spikes 5 feet high. Price per bulb.....50 cents
- No. 191. "MRS. H. E. BOTHIN"
 Flesh-salmon pink, flame scarlet center; large size; strong 4 to 5 foot spikes. A first class show variety.
 Price per bulb, \$2.00; per dozen.....\$20.00
- No. 193. "JONATHAN WEBB"
 Light scarlet, finely painted white, and maroon mottled center. Very showy variety; makes elegant upright lily-like spike with wide open flowers. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high. Price per bulb.....\$1.00
- No. 196. "HELEN TODD"
 Light rose-pink with deep colored seam around entire edge of flower. Deep scarlet center. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.
 Price per bulb.....50 cents



No. 1. "MRS. WILLIAM KENT"

The flowers here shown are produced from corms or bulblets, five months after planting

- No. 198. "ROSS VALLEY"
Salmon-pink striped with ashes of roses; red peacock eye in center.
Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.
Price per bulb.....50 cents
- No. 203. "SIR ROGER CASEMENT"
Dark maroon; heavily ruffled; fine long spikes. Flowers 4 inches
in diameter; spikes 4 to 5 feet high.
Price per bulb.....75 cents
- No. 204. "FRANK J. SYMMES"
Salmon-rose pink with red center, ruffled edges. Flowers 4 inches
in diameter; spikes 5 to 6 feet high.
Price per bulb.....75 cents
- No. 205. "DAVID STARR JORDAN"
Immense flame colored with light speckled throat. Flowers very
open, like immense Amaryllis, with fine, wiry upright stems.
Flowers 6 to 7 inches in diameter; spikes 4 to 5 feet high.
Price per bulb.....\$1.00

No. 206. "WILLIAM KENT"

Creamy shell pink; golden ochre center; heavily ruffled; the waxy color combination of the flowers is indescribable. To have 15 open flowers at one time on a spike is no rarity. Flowers 6 to 7 inches in diameter; spikes 6 to 7 feet high.

Price per bulb.....\$25.00

No. 210. "KENTFIELD"

Pale yellow with flesh tinge; canary yellow throat. Flowers 5 inches in diameter; spikes 4 to 5 feet high.

Price per bulb.....50 cents

A dozen of any named variety will be sold at the price of 10 bulbs: for instance, at 50 cents per bulb, the price would be \$5.00 per dozen.

Prices of Mixed Seedlings

Grand Prize—P. P. I. E. Strain

| | |
|----------------------------------------|--------|
| Single dozen (mixed sizes)..... | \$.50 |
| Largest corms (or bulbs) per 100 | 4.00 |
| Medium corms (or bulbs) per 100 | 3.50 |
| Small corms (or bulbs) per 100..... | 3.00 |
| Cormels (or bulblets) per 1000 | 1.00 |

Prices of Delicate shade Seedlings
for cut flowers

| | |
|----------------------------------------|--------|
| Single dozen (mixed sizes)..... | \$1.00 |
| Largest corms (or bulbs) per 100 | 7.00 |
| Medium corms (or bulbs) per 100..... | 6.00 |
| Small corms (or bulbs) per 100..... | 5.00 |
| Cormels (or bulblets) per 100..... | 1.50 |

SPECIAL DISCOUNT ON LARGE QUANTITIES

ORCHID-FLOWERING GLADIOLI

We offer a mixture of the bulbs of certain seedlings which closely resemble Cattleyas, mostly in the light shades of pink. They are specially suitable for cut flowers.

| | |
|--------------------------------------------|--------|
| Orchid-flowering bulbs, 1 dozen mixed..... | \$1.00 |
| Largest sized bulbs, per 100..... | 7.00 |
| Medium sized bulbs, per 100..... | 6.00 |
| Small sized bulbs, per 100..... | 5.00 |
| Cormels (or bulblets), per 1,000..... | 1.50 |

GLADIOLI SEED

Selected from all our named varieties and seedlings, well mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, if they receive proper care. It must be understood that the right size of the flowers and stems of seedling Gladiolus comes out in the second year of cultivation. These seedlings will range in all colors imaginable, but salmon, white, lilac, pink and rose-pink are the leading colors. There is no other firm in the world that can cut any Gladiolus seed at such a low price and of such high quality as these on the market.

Price of 10 gram (about 1,000 seeds).....\$1.00

METHOD OF SOWING GLADIOLI SEED

The seed of Gladioli should be sown early in the spring. If the ground is fine loose sandy soil, then it is best right in the open ground, like Onions, in rows. The seed should be covered as little as possible, and the soil used for covering should be finely sifted and should contain half sand. Like all the seed of plants of South African origin, Gladiolus seeds sprout unevenly; some sprout at once, while others will not sprout until 6 to 10 months after sowing under the same conditions. This is not due to the bad quality of the seed, but it is a habit inherent in it under conditions where they grow wild, for this reason seed beds should be made so that they should not otherwise be disturbed when the seedlings are lifted out, for all seeds will eventually come up. These beds should, in parts where it freezes, be covered with leaves thick enough, so that the frost cannot reach the seeds in the beds. If sown out in boxes, and started indoors, young plants of Gladiolus can easily be transplanted in the open if they are handled properly.

Gladiolus cormels or bulblets will grow faster if the outer hard shell is removed just before planting, they should not be covered more than $\frac{1}{2}$ inch with soil; the ground should be enriched with old manure and worked over good and deep. If given the proper treatment they will almost all be flowering 5 months after planting.



PETUNIA
Diener's Ruffled Monsters
PINK

Illustration half actual size



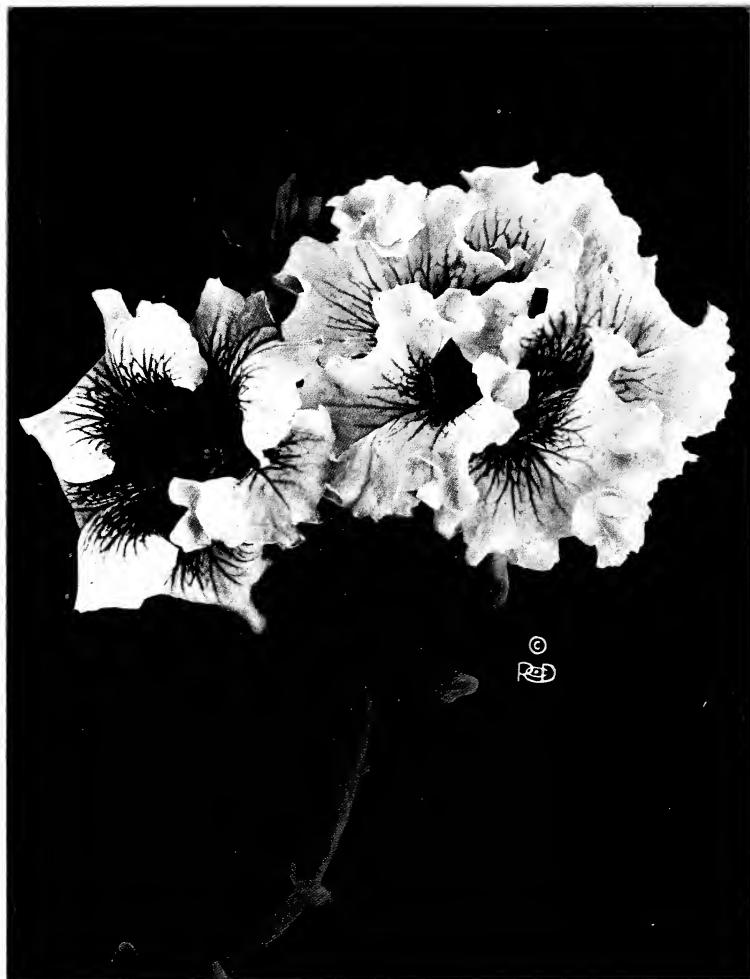
PETUNIA
Diener's Ruffled Monsters
VARIEGATED
Illustration half actual size

RICHARD DIENER CO., INC., KENTFIELD, MARIN CO., CAL.



PETUNIA
Diener's Ruffled Monsters
RED
Illustration half actual size

RICHARD DIENER CO., INC., KENTFIELD, MARIN CO., CAL.



PETUNIA
Diener's Ruffled Monsters
PINK

Illustration one-third actual size

PETUNIAS

The greatest novelty in flowers for 1918

DIENER'S RUFFLED MONSTERS

(Won Gold Medal at P. P. I. E., San Francisco, 1915; also Won Gold Medal at California Land Show, October, 1917)

For several years Mr. Diener has specialized in crossing Petunias, selecting for that purpose each year the strongest, finest varieties susceptible to further improvement. As a consequence, these Petunias are unexcelled the world over in size and color; almost every color and color combination has been attained, and their remarkable beauty it is certainly difficult to describe. Among the numerous visitors to our nurseries the past season many have not hesitated to declare our Petunias, especially in the pink shades, to be rivals of Orchids in beauty. That the splendid possibilities of these Petunias for decorative effects is beginning to be appreciated by the owners of the more extensive home places around San Francisco Bay is attested to by the numerous purchases of young plants for bedding purposes by such owners during the past season, and in every case our customers have been abundantly satisfied.

The good judgment of these purchasers was further confirmed at the California Land Show, held in San Francisco, October 13 to 28, 1917, at which our splendid showing of these new Petunias was one of the big attractions of the Land Show, and we made many sales of Petunia seed, besides booking orders there for young plants for spring delivery. And to crown all, when judgment was passed on merit, we were awarded the Gold Medal mentioned above.

The seed we are sending out this year, as suggested above, is a great improvement over that of last year, and last year's crop has been sown all over the United States the past summer, and from it we have received the most complimentary reports. We know very well that nobody could get a better quality of Petunia seed, for we raise none of it in open fields, but raise it all by hand pollination in lath houses. Moreover, climatic conditions here permit seed to be matured without a drop of rain falling on the pods. Hence our clean, strong seed, ready for vigorous growth in the spring.

Prices (per Package)

Petunia Seed—Four varieties, pink, red, variegated, mixed.. .50 cents
Prices on application for large amounts or on contracts to seed dealers

Petunia Plants (for Delivery After March 1, 1918)*

| | |
|-------------------------------------------------|--------|
| Young plants out of 2 inch pots, per dozen..... | \$1.00 |
| Young plants out of 3 inch pots, per dozen..... | 1.50 |

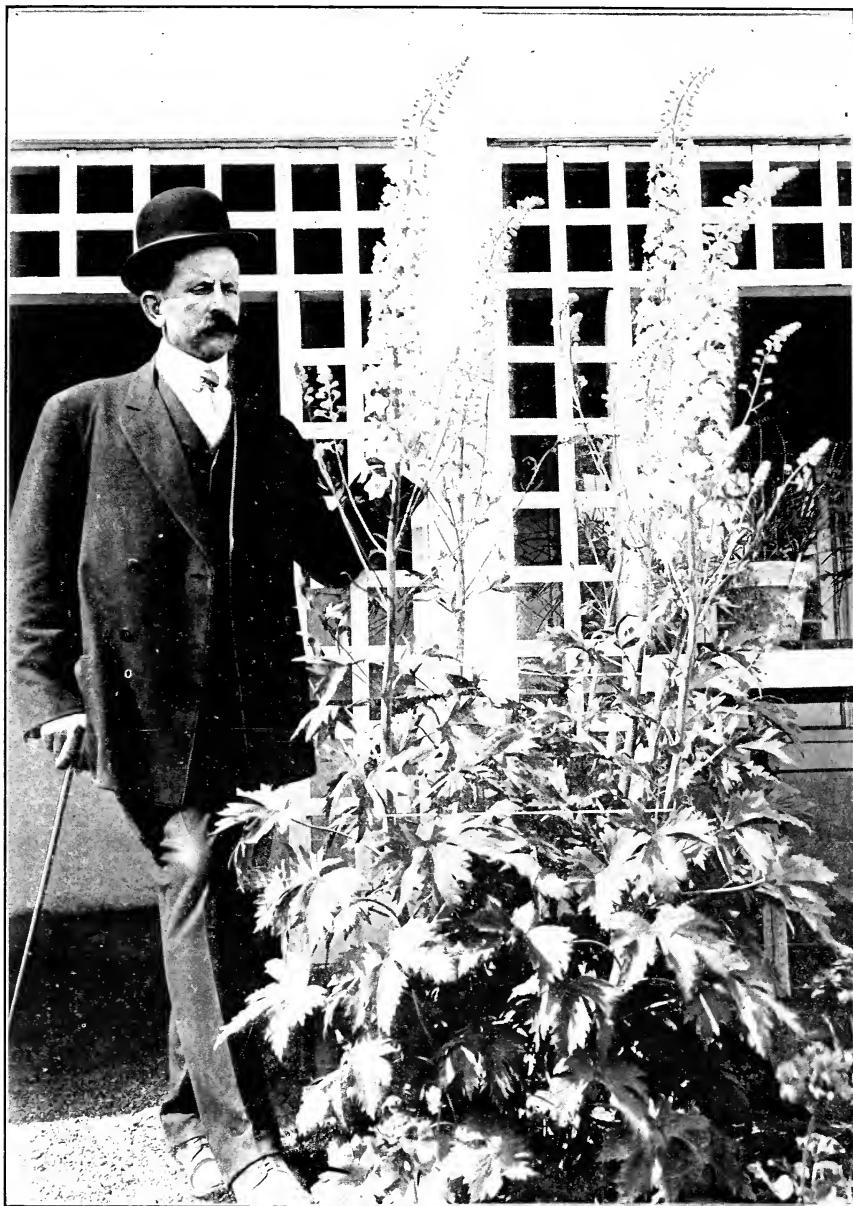
* We raise large quantities of these young plants for spring delivery, intended for bedding purposes, for the California trade. In ordering it is merely necessary to state what color you want. We can select all colors (except plain yellow) from snow-white to the deepest blue, especially all shades of pink, red and purple.

INSTRUCTIONS FOR SOWING PETUNIA SEED

Prepare a seed bed by taking 2 parts of any light compost or leaf mold thoroughly mixed with 1 part of clean sand and sift all through a fine screen. With this mixture fill flats or seed pans, pressing down the soil to a flat surface evenly within 2 inches of the top; give a thorough soaking. Sprinkle the Petunia seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi which might easily kill the young Petunia plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the top of the flat or seed pan, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent danger of burning. At night and in dark weather remove this sheet of paper.

As soon as the seed sprouts (say in 8 to 10 days after sowing, if kept at a temperature of 60 degrees), take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart. Shortly thereafter they should be put into 2 inch or 3 inch pots.

The seedlings will commence flowering 3 months after sowing under the conditions indicated.



Mr. Newell F. Vanderbilt of San Rafael, California, a - d one plant of his Hybrids.
The originator of these fine Delphiniums.

VANDERBILT'S HYBRIDS

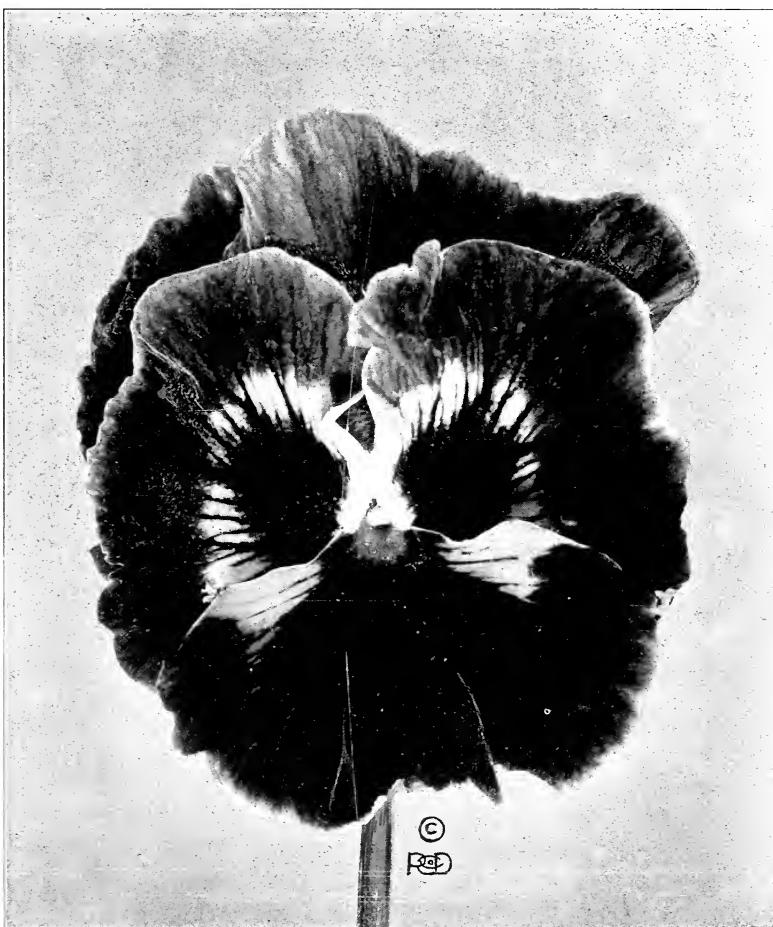
These new Delphiniums, produced by Newell F. Vanderbilt, of San Rafael, California, are a cross between the California wild Delphinium (which is absolutely mildew free) and the best of Burbank's Hybrids. The result is an almost mildew free Delphinium. They are much larger than the best Delphinium now existing, and are immensely valuable for the production of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine, long spikes. They are suitable for cutting as well as for bedding. They are unquestionably the world's highest attainment in Delphinium, and anybody raising cut flowers will certainly find them highly profitable. We have secured the whole stock of these hybrids, and are the sole distributors of them. They come in all shades, from light to dark blue.

Almost all colors are iridescent. Try a package of the seed and you will never regret it, for they are sure moneymakers.

Trade package 50 cents

Delphinium seed can be sown at any time of the year. Sow in boxes or open cold frames. Do not cover more than the thickness of the seed. Give them little or no shade. Keep ground moistened until they sprout, which takes from two to three weeks. As soon as the plants are large enough, set out in the open. They will reach their full development in their second or third year.

P A N S I E S



PANSY "DIENER'S GIGANTEUM"

DIENER'S GIGANTEUM

A New Strain of Pansy Originated by Mr. Diener

The size of the flowers is immense; most of them are ruffled, and as for color, they come in all shades of the rainbow. Heat-resisting qualities, however, make this Pansy most valuable, for hot weather affects them but little, and when others vanish from the heat, they bloom on through the summer. The plants can be easily propagated by dividing in the autumn.

Pansy Seed—Per package, 50 cents; $\frac{1}{8}$ ounce, \$1.00; one ounce, \$7.00

Pansy Plants—in flower, per dozen, 35 cents; fancy selected, per dozen, 50 cents

Small Seedlings—Per 100, \$1.00; per 1000, \$5.00; per 5000, \$22.50



Note diameter of flower pot is 8 inches
DOUBLE TUBEROUS BEGONIAS (SALMON)

TUBEROUS ROOTED BEGONIAS

We offer the largest flowering Tuberous Begonias in existence; fine, upright stems, well formed plants; all colors; single and double.

Price of Seed (per Package)

| | |
|---------------------------------------------------------------------|-----------|
| Single Tuberous Begonia Seed in white, red, pink, yellow and mixed. | .25 cents |
| Double Tuberous Begonia Seed, mixed..... | .50 cents |
| Heavy Ruffled Single and Semi-Double, mixed..... | .50 cents |

METHOD OF SOWING TUBEROUS BEGONIA SEED

The best time to sow Begonia seed is from January to February. Take peat and soak it thoroughly, rub through a fine screen, and add one-third

of clean white sand; mix peat and sand well, then put in pans or boxes a layer about 2 inches thick, the coarser stuff on the bottom; press top to make it as smooth as possible, then water thoroughly. After the water has disappeared, sprinkle the seed over the peat, or if peat is not to be had, clean old leaf mold will do. Do not cover the seed with soil. To prevent the young seedling from rotting in damp weather sprinkle charcoal dust over it right after sowing, but only lightly; then cover seed with clean glass pane. Fifty to sixty degrees is the right temperature for the seed, and shade with single sheet of paper in sunshine; transplant when first leaves are $\frac{1}{4}$ inch in diameter; later once more. Seed sown in February will be large plants, ready for sale in August if they are handled right.

We have a lot of bulbs of Double Tuberous Begonias, in colors ranging from flesh-pink to salmon, our 1917 crossings. They are the finest Begonias imaginable, many flowers having a diameter of 8 inches, and none less than 5 inches.

| | |
|---------------------------------------------------------|------------------------|
| Price of Double Tuberous Begonia Bulbs, Pink and Salmon | |
| Per dozen | \$2.50, \$3.50, \$5.00 |
| Special Selected Bulbs, each..... | \$1.00 |



DIENER'S TUBEROUS ROOTED BEGONIAS

CARNATIONS



CARNATION "RICHARD DIENER"

Shows four stages—from bud to full blossom. The small flower below in Carnation "CHIEF DENNISON." It is over 4 inches in diameter.

"CHIEF DENNISON"

Scarlet; four inches in diameter; vigorous grower, producing four-foot stems; non-splitting calyx; very fragrant; will make fine commercial variety. Absolutely free from fungus disease. Awarded gold medal at the P. P. I. E., 1915.

Young plants out of the open, each, 25 cents; per dozen, \$2.50; per 100, \$15.00; unrooted cuttings out of open ground, per 100 cuttings...\$6.00

"RICHARD DIENER"

(Largest Carnation in Existence Today)

Rose-pink running out to silvery pink on edge of each petal. From 270 to 300 petals on one flower, all of which are curved and waved. Flowers are absolutely ball-shaped. Calyx, which is entirely hidden, splits into two sections. Flowers measure from 5 to 7 inches in diameter, having the appearance of a large chrysanthemum. Stems are 4 to 5 feet long, growing straight up, without requiring tying except at the base. The plants are not affected by fungi diseases and are one of the easiest growing varieties ever handled by us. They will produce from 15 to 17 flowers in one season. This is a cross out of seedlings of "Prosperity" and "Enchantress" of the second generation.

Young plants out of the open, each, 50 cents; per dozen.....\$5.00

Per 100 35.00

Unrooted cuttings out of the open ground, when put in the propagating house, will root promptly. Per 100 cuttings...10.00

NEW WINTER FLOWERING GERANIUM
Novelty of 1918



This picture was taken in the middle of January

"MRS. WILLIAM KENT"

For several years we have tried out thousands of seedlings in search of a true winter-flowering Geranium. In the variety "Mrs. William Kent" we have succeeded beyond expectations. The color is scarlet, resembling Poinsettia. It is the largest flowering Geranium we have ever seen, the single flowers reach a diameter of $3\frac{1}{2}$ inches. The plant has a short, sturdy growth, turning the flower stems high above the plants. These Geraniums are full of flowers summer and winter, but it is in midwinter that they reach perfection. This variety should be given a trial everywhere.

Young Plants, each.....75 cents

CANNAS

| | |
|-------------------------------------------------------------------------------------------------------|---------|
| "Mrs. Conard"—Salmon-flesh; one of the finest Cannas for bedding. | |
| 25 cents each; per dozen..... | \$2.50 |
| "Firebird"—Deep scarlet; very showy variety. | |
| 50 cents each; per dozen..... | \$5.00 |
| "Wintzer's Colossal"—Red; the largest variety so far; the single flowers are 8 inches in diameter. | |
| \$1.00 each; per dozen..... | \$10.00 |
| "Eureka"—Cream-white; large flowers. | |
| 50 cents each; per dozen..... | \$5.00 |
| "Golden Gate"—Yellow; best of its color. | |
| 50 cents each; per dozen..... | \$5.00 |
| "Duke of York"—Flesh-pink and yellow, variegated. | |
| 25 cents each, per dozen..... | \$2.50 |

VERBENAS

We have a collection of the very finest Verbenas in existence in white, red, pink, purple, blue, light blue and mixed colors.

Per dozen, \$1.00; plants out of 2 inch pots, per 100.....\$8.00

"LADY WASHINGTON"

We have a large collection of "Lady Washingtons", some with single flowers 4 inches in diameter; all our own production; in all colors desired.

Young plants in 3 inch pots, 25 cents each; per dozen.....\$2.50

GERANIUM SEED

From our Mammoth Hybrids; single flowers from 2 to over 3 inches in diameter, and trusses from 5 to over 8 inches in diameter. In all colors; mixed. Highest award at the P. P. I. E.

Trade package75 cents

CUCUMBER SEEDS

SENSATION

The best forcing cucumber for greenhouse and hotbed ever put on the market. This is a European variety; fruit growing to 12 inches long. This cucumber, which grows rapidly and bears prolifically, is more valuable generally than varieties now used. The fruit under glass, in a temperature of 70 degrees, is ready for the market one week after flowering. One plant will bring from 270 to 300 perfect fruit in one season. The plants are exceptionally hardy and are not easily affected by disease. We grow this one variety only, and the seed is absolutely true.

Price per package of 25 seeds.....\$0.50
per dozen packages.....5.00

(Copy)

UNITED STATES BOTANIC GARDEN
Office of the Superintendent
Washington, D. C.

The Richard Diener Company,
Kentfield, California.

Gentlemen:

I sowed the Petunia seed and planted the seedlings in May, and I am pleased to state the results were more than satisfactory. The size and coloring was the best I have ever seen; some of the flowers measuring as much as five inches in diameter. However, they produced very little seed, due possibly to the unusually wet season. They attracted considerable attention and were admired by many visitors to the Garden.

With best wishes, I am

Sincerely yours,

GEO. W. HESS,
Superintendent.

October 22, 1917.

REPORT OF THE CONVENTION EXHIBITS

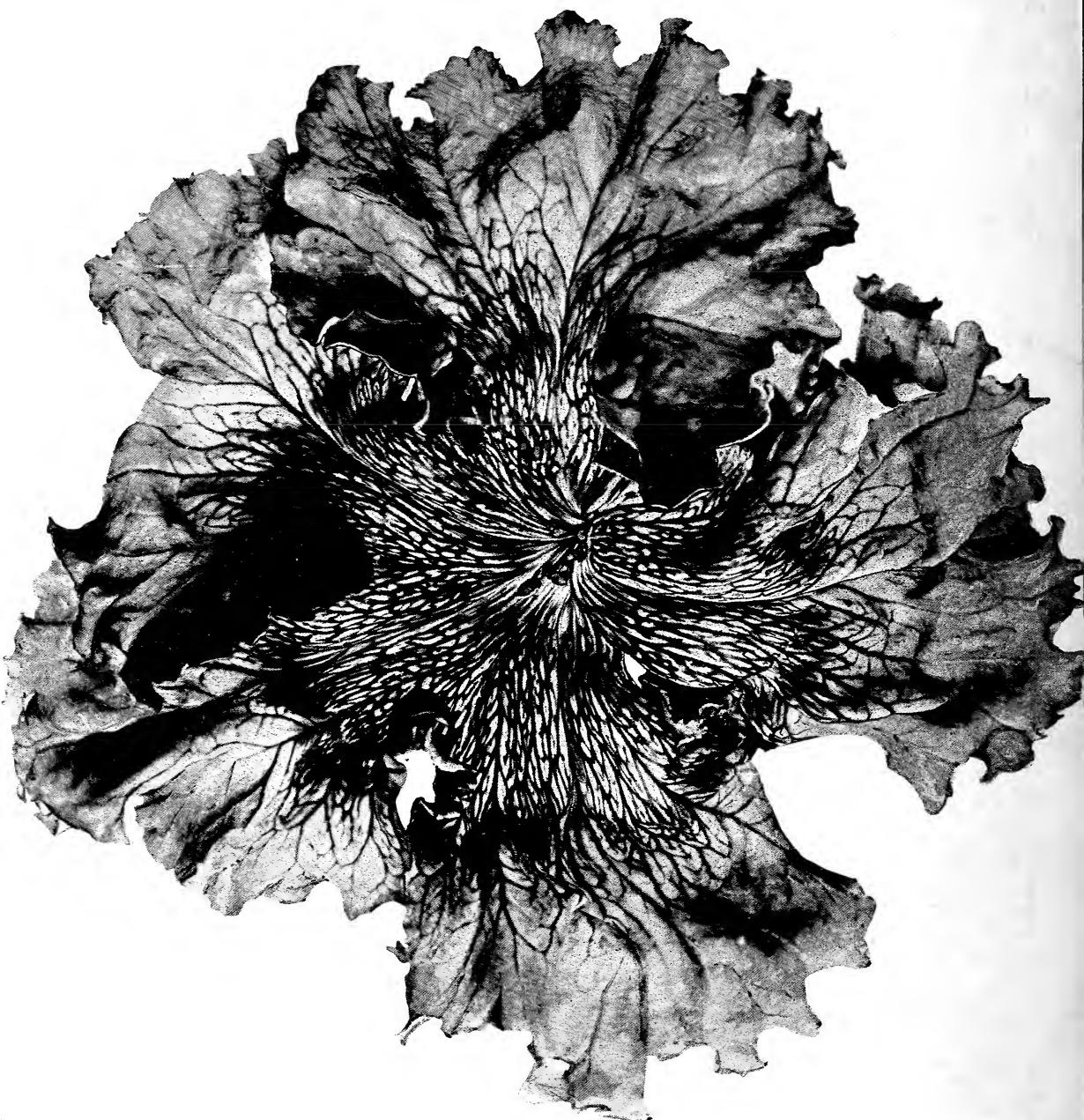
FROM "THE FLORISTS' EXCHANGE", AUGUST 28, 1915

"Richard Diener, Colma, Calif., made a showing of unnamed Gladiolus seedlings that was a revelation; all shades of color were embraced in the collection. In size the flowers averaged 50 per cent larger than most of the standard varieties. One, named D. J. Whitney, opens in a full cluster at the apex of the stem. The color is a salmon-flesh, with two striped and spotted yellow and red under-petals. The flowers emerge in pairs from the main stem. Mr. Diener claims these result from his discovery of a new law in hybridization. The Gladiolus shown, for instance, are the first crosses from ordinary varieties."

FROM "THE FLORISTS' EXCHANGE," SEPTEMBER 4, 1915

"To describe to those at home the wonderful Gladioli we have seen at the trade exhibition would sound like a fairy tale, but too much cannot be said about them; that's why the judges awarded to Richard Diener of Colma, Calif., a gold medal; and he told us that he has still better ones coming." .(From "Fritz Bahr's Impressions of the San Francisco World's Fair Convention.)

LARGEST FLOWER NOVELTY FOR 1918



DIENER'S RUFFLED MONSTER

ACTUAL SIZE OF FLOWERS